

**In the claims**

1-56. (Canceled)

57. (New) A method for customizing Electronic Program Guide (EPG) screens for a subscriber, the method comprising:

- monitoring viewing activities of a subscriber;
- retrieving heuristic rules related to at least some subset of the subscriber viewing activities, wherein the heuristic rules associate viewing activities to demographic characteristics;
- processing the subscriber viewing transactions to generate a subscriber profile that includes projected demographic characteristics of the subscriber, wherein said processing includes applying at least some subset of the heuristic rules to at least some subset of the viewing activities to generate the projected demographic characteristics;
- customizing an EPG screen for the subscriber based at least partially on the projected demographic characteristics; and
- presenting the EPG screen to the subscriber.

58. (New) The method of claim 57, wherein said customizing includes arranging program channels in order of preference.

59. (New) The method of claim 57, wherein said customizing includes:

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determining one or more channels that may be of interest to the subscriber; and  
arranging the EPG screen to present the one or more channels of interest first.

60. (New) The method of claim 57, wherein said monitoring includes  
monitoring at least some subset of volume control commands, channel change  
commands, and record signals initiated by the subscriber.

61. (New) The method of claim 57, wherein said monitoring includes  
retrieving information regarding programming.

62. (New) The method of claim 61, wherein the information is retrieved from  
at least some subset of electronic program guide data, one or more HTML files related to  
the programming, or close captioning data.

63. (New) The method of claim 57, wherein said monitoring includes  
monitoring viewing duration times.

64. (New) The method of claim 57, further comprising filtering out irrelevant  
subscriber viewing transactions, wherein  
said retrieving includes retrieving heuristic rules related to at least some subset of  
the filtered subscriber viewing activities; and

said processing includes processing the filtered subscriber viewing transactions.

65. (New) The method of claim 64, wherein said filtering includes evaluating channel change commands and associated viewing times.

66. (New) The method of claim 64, said filtering includes filtering out any channel change commands if associated viewing times are below a pre-determined threshold.

67. (New) The method of claim 64, said filtering includes filtering out any viewing periods if no user activity is monitored within a pre-determined period of time.

68. (New) The method of claim 57, wherein the subscriber profile further includes at least some subset of projected subscriber interests, projected product preferences, and program preference characteristics.

69. (New) The method of claim 57, wherein the subscriber is a household and the subscriber profile represents the household.

70. (New) The method of claim 57, wherein the subscriber profile is generated based on subscriber viewing transactions for a single viewing session.

71. (New) The method of claim 57, wherein the subscriber profile is generated based on subscriber viewing transactions for a plurality of viewing sessions.

72. (New) A system for generating a customized electronic program guide (EPG) for a subscriber, the system comprising:

means for monitoring viewing activities of a subscriber;

means for retrieving heuristic rules related to at least some subset of the subscriber viewing activities, wherein the heuristic rules associate viewing activities to demographic characteristics;

means for processing the subscriber viewing transactions to generate a subscriber profile that includes projected demographic characteristics of the subscriber, wherein said processing includes applying at least some subset of the heuristic rules to at least some subset of the viewing activities to generate the projected demographic characteristics;

means for customizing an EPG screen for the subscriber based at least partially on the projected demographic characteristics; and

means for presenting the EPG screen to the subscriber.

73. (New) The system of claim 72, wherein said means for monitoring monitors at least some subset of volume control commands, channel change commands, and record signals initiated by the subscriber.

74. (New) The system of claim 72, wherein said means for monitoring monitors viewing duration times.

75. (New) The system of claim 72, further comprising means for filtering out irrelevant subscriber viewing transactions, wherein

said means for retrieving retrieves heuristic rules related to at least some subset of the filtered subscriber viewing activities; and

said means for processing processes the filtered subscriber viewing transactions.

76. (New) The system of claim 75, wherein said means for filtering filters out any channel change commands if associated viewing times are below a pre-determined threshold.

77. (New) The system of claim 75, wherein said means for filtering filters out any viewing periods if no user activity is monitored within a pre-determined period of time.

78. (New) An electronic program guide system comprising:  
an interface to receive programming data;

a profiler to monitor viewing activities of a subscriber and process the subscriber viewing transactions to generate a subscriber profile that includes projected demographic characteristics of the subscriber, wherein the generation of the subscriber profile includes retrieving heuristic rules related to at least some subset of the subscriber viewing activities that associate the viewing activities to demographic characteristics and applying at least some subset of the heuristic rules to at least some subset of the viewing activities to generate the projected demographic characteristics;

a customizer to customize presentation of programming data within EPG screens for the subscriber based at least partially on the projected demographic characteristics;  
and

a display device to present the EPG screens to the subscriber.

79. (New) The system of claim 78, wherein said profiler monitors at least some subset of volume control commands, channel change commands, record signals and viewing duration times.

80. (New) The system of claim 78, wherein said profiler filters out irrelevant subscriber viewing transactions, retrieves heuristic rules related to at least some subset of the filtered subscriber viewing activities, and processes the filtered subscriber viewing transactions.